

CLAIMS

What is claimed is:

- 1 1. A method for providing a model indicating a propensity of an individual to
2 have a particular attitude, behavior or demographic, comprising the steps of:
3 (a) identifying a plurality of individuals;
4 (b) retrieving first information on each of the individuals;
5 (c) conducting a survey to collect second information from each of the
6 individuals;
7 (d) creating a model which defines a relationship between the first and second
8 information; and
9 (e) calculating a score for each individual based on the first information, the
10 second information and the model, wherein the score indicates a propensity
11 of the individual to have a particular attitude, behavior or demographic.
- 1 2. The method as recited in claim 1, and further comprising the step of sorting
2 the individuals based on the score.
- 1 3. The method as recited in claim 1, wherein the individuals are grouped into
2 households, and an identity of a head individual of the household is
3 maintained confidential.
- 1 4. The method as recited in claim 1, wherein the first information includes
2 information extracted from a list.
- 1 5. The method as recited in claim 1, wherein the second information includes
2 information on a purchase intent for a particular product.
- 1 6. The method as recited in claim 1, wherein the model sets forth a plurality of
2 characteristics and a weight of each of the characteristics for calculating the
3 score.

1 7. The method as recited in claim 1, and further comprising the step of
2 generating an equation base on the first information and the second
3 information, and the model, wherein the equation is used to calculate the
4 score.

1 8. A computer program product for providing a model indicating a propensity
2 of an individual to have a particular attitude, behavior or demographic,
3 comprising:
4 (a) computer code for identifying a plurality of individuals;
5 (b) computer code for retrieving first information on each of the individuals;
6 (c) computer code for conducting a survey to collect second information from
7 each of the individuals;
8 (d) computer code for creating a model which defines a relationship between the
9 first and second information; and
10 (e) computer code for calculating a score for each individual based on the first
11 information, the second information and the model, wherein the score
12 indicates a propensity of the individual to have a particular attitude, behavior
13 or demographic.

1 9. The computer program product as recited in claim 8, and further comprising
2 computer code for sorting the individuals based on the score.

1 10. The computer program product as recited in claim 8, wherein the individuals
2 are grouped into households, and an identity of a head individual of the
3 household is maintained confidential.

1 11. The computer program product as recited in claim 8, wherein the first
2 information includes information extracted from a list.

- 1 12. The computer program product as recited in claim 8, wherein the second
2 information includes information on a purchase intent for a particular
3 product.
- 1 13. The computer program product as recited in claim 8, wherein the model sets
2 forth a plurality of characteristics and a weight of each of the characteristics
3 for calculating the score.
- 1 14. The computer program product as recited in claim 8, and further comprising
2 computer code for generating an equation base on the first information and
3 the second information, and the model, wherein the equation is used to
4 calculate the score.
- 1 15. A system for providing a model indicating a propensity of an individual to
2 have a particular attitude, behavior or demographic, comprising:
3 (a) logic for identifying a plurality of individuals;
4 (b) logic for retrieving first information on each of the individuals;
5 (c) logic for conducting a survey to collect second information from each of the
6 individuals;
7 (d) logic for creating a model which defines a relationship between the first and
8 second information; and
9 (e) logic for calculating a score for each individual based on the first
10 information, the second information and the model, wherein the score
11 indicates a propensity of the individual to have a particular attitude, behavior
12 or demographic.
- 1 16. The system as recited in claim 15, and further comprising logic for sorting
2 the individuals based on the score.

1 17. The system as recited in claim 15, wherein the individuals are grouped into
2 households, and an identity of a head individual of the household is
3 maintained confidential.

1 18. The system as recited in claim 15, wherein the first information includes
2 information extracted from a list.

1 19. The system as recited in claim 15, wherein the second information includes
2 information on a purchase intent for a particular product.

1 20. The system as recited in claim 15, wherein the model sets forth a plurality of
2 characteristics and a weight of each of the characteristics for calculating the
3 score.

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